

Press Release

For Immediate Release

Contact: (enter name and phone number)

(Name of State or Organization) Joins World Health Organization and Centers for Disease Control and Prevention (CDC) and Others for World Health Day 2004 “Family Road Safety: Protect the Ones You Love”

(Name of state or organization) is joining the World Health Organization (WHO), Centers for Disease Control and Prevention (CDC), other federal agencies, and public health and transportation partners to celebrate the U.S. launch of World Health Day 2004 on April 7th. The CDC public health theme for this year's event is “Family Road Safety: Protect the Ones You Love.”

Each year, the WHO hosts a World Health Day to address a critical global public health issue. This year marks the first time in its history that worldwide road safety and prevention efforts will be highlighted.

Federal agencies such as the Department of Health and Human Services, Department of Transportation, key public health and transportation partners, and (name of state) will be among hundreds of concerned groups worldwide hosting events related to road traffic safety to raise awareness and increase understanding of these preventable types of injuries and deaths.

State Options and Considerations:

In 2001, motor vehicle traffic crashes in (name of state) resulted in XXXX deaths and were the leading cause of death in (name of state) among people ages (XX to XX). (Note: these state-specific statistics can be found at www.cdc.gov/ncipc/wisqars. There is also a separate handout in this kit which provides some state data.

(Or the state may want to address a specific program they have to reduce traffic-related deaths.)

Despite achievements such as increased seat belt use and decreasing alcohol-related crashes, injuries and fatalities caused by motor vehicle crashes remain a serious public health problem throughout the United States and within (name of state).

“Road traffic deaths and injuries are a growing public health problem. Too often, we think that these types of injuries and deaths are beyond our control,” said (state spokesperson). But we know the risks involved and when our prevention efforts focus upon older adults, teens, and children, we can reduce traffic-related deaths and injuries.”

To reach out to communities throughout (name of state), the (name of specific department) is holding the following events to raise awareness of World Health Day 2004.

List events: Be sure to include date/time/location and if the general public is invited to attend and if there is any cost associated with the event.

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Editors Note: If you would like to cover any of these events, please call (state/organization key person and phone number) to make arrangements

For more information about State Road Traffic Safety, link to: (state/organization website)

Department of Health and Human Services: www.hhs.gov

Department of Transportation: www.dot.gov

Centers for Disease Control and Prevention's Injury Center: www.cdc.gov/injury

World Health Organization's World Health Day: www.who.int/world-health-day/2004/en